



Establishing a New Outreach Programme

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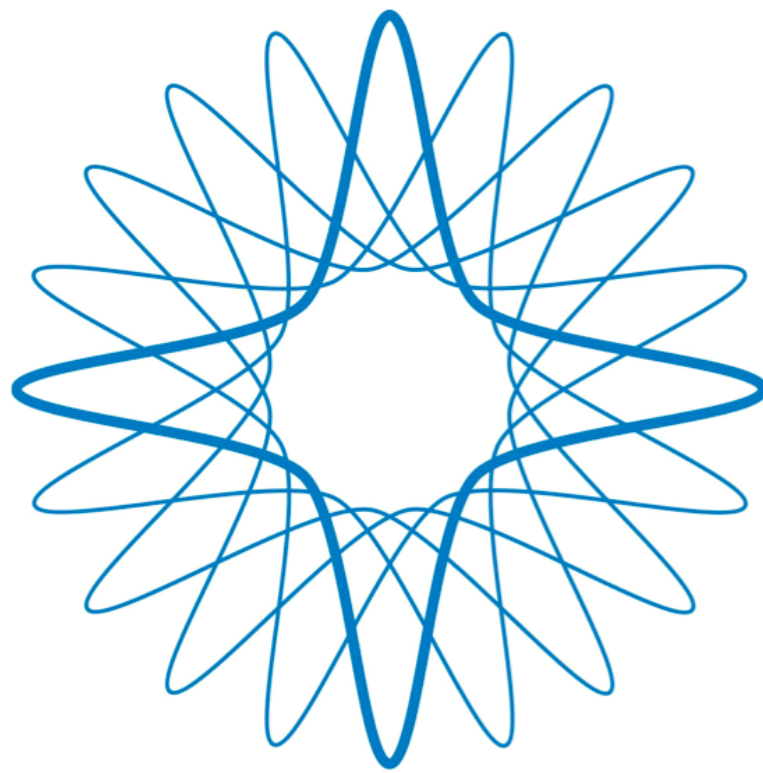
Motivations

- Self-interest
 - Enjoyment
 - Improve communication skills
 - Attract funding
- Altruism
 - Desire to contribute
 - Responsibility
 - Be a role model

My Motivation

- Who better to tell the story?





ESO Supernova

Planetarium & Visitor Centre

supernova.eso.org

A cooperation between ESO and the Heidelberg Institute for Theoretical Studies (HITS), the research institute of the Klaus Tschira Stiftung (KTS)

**Klaus Tschira Stiftung
gemeinnützige GmbH**



**Heidelberg Institute for
Theoretical Studies**



Barriers

Lack of

- Time
- Value
- Awareness of opportunities
- Support

Top-Level “Buy-in”

- Senior management enabling and valuing contributions from staff
- Official budget of time spent on outreach activities

What I did:

Got agreement from all directors for interested staff to spend up to 5% of their time on ESO Supernova activities



Inform, Inform, Inform

- Lots of talks
- Tours
- Early Involvement

What I did:

- Delivered various talks to different groups of staff
- ~10 staff already involved in development of ESO Supernova

What I will do:

- Create an intranet page describing how to get involved



Support

What I will do:

- Provide 2 training sessions per year
- Encourage peer support
- Provide opportunities for ownership of activities
- Be flexible regarding time constraints

Expectation vs Reality

- Enthusiasm (sometimes unrealistic)
 - Sharing programme/strategy thinking
- Time
 - Constraints
 - When to do things
 - Flexibility is key!



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Thank you

